

EXHIBIT A

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Good Housekeeping Mailing List

Published by Hearst Magazines, Good Housekeeping is the premiere modern American women's magazine, providing practical guidance for every aspect of their busy lives.

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SEGMENTS		COUNTS THROUGH 08/31/2015	POPULARITY: <div><div></div></div> 100
2,925,878	TOTAL UNIVERSE / BASE RATE	\$110.00/M	MARKET: CONSUMER
1,409,912	6 MONTH ACTIVE SUBS	+ \$12.00/M	CHANNELS: 
804,996	3 MONTH ACTIVE SUBS	+ \$14.00/M	SOURCE: DIRECT MAIL SOLD
259,934	1 MONTH ACTIVE SUBS	+ \$17.00/M	PRIVACY: UNKNOWN
580,064	12 MONTH EXPIRES	\$80.00/M	DMA?: YES - MEMBER
902,336	CHANGE OF ADDRESS	+ \$13.00/M	STATUS: PREFERRED PROVIDER
	CATALOG RATE	\$80.00/M	GEO: USA
	CHARITABLE FUNDRAISING RATE	\$75.00/M	GENDER: 77% FEMALE 7% MALE
	NON-PROFIT RATE	\$85.00/M	
DESCRIPTION			
<p>Good Housekeeping is the leading general interest publication that helps millions of women make smart decisions about what’s good for themselves and their families, saving them considerable time, money and hassle. They look for the iconic Good Housekeeping Seal as the foremost symbol of quality assurance and consumer protection.</p> <div></div>			
<p>Nearly one out of every five American women turns to Good Housekeeping for it's expertise in all of the areas that are most important to us: home, style, health and food. Today’s women trust Good Housekeeping’s whole-life approach to their complex needs, relying on the magazine’s relevant, actionable, solution-driven content.</p>			
<p>The magazine continually attracts the current generation of</p>			

SELECTS	
1 MONTH HL	\$17.00/M
3 MONTH HL	\$14.00/M
6 MONTH HL	\$12.00/M
AGE	\$16.00/M
BLOW-INS	\$10.00/M
BUSINESS ADDRESS	\$11.00/M
CHANGE OF ADDRESS	\$13.00/M
GENDER	\$9.00/M
GEO (SCF, ZIP, STATE)	\$9.00/M
HOME ADDRESS	\$5.00/M
INCOME SELECT	\$16.00/M
PAID	\$12.00/M
PRESENCE OF CHILDREN	\$16.00/M
RENEWALS	\$13.00/M
SOURCE	\$12.00/M
ADDRESSING	
KEY CODING	\$2.00/M
FTP	\$75.00/F
PLEASE INQUIRE FOR ADDITIONAL OUTPUTS	
RELATED LISTS	
<div><div></div> REDBOOK</div> <div><div></div> FAMILY CIRCLE MAGAZINE</div> <div><div></div> BETTER HOMES AND GARDENS</div> <div><div></div> LADIES' HOME JOURNAL</div> <div><div></div> WOMAN'S DAY</div> <div><div></div> FOOD NETWORK MAGAZINE</div> <div><div></div> I-BEHAVIOR DATABASE</div> <div><div></div> COUNTRY LIVING</div> <div><div></div> HOUSE BEAUTIFUL</div> <div><div></div> CONSUMER REPORTS</div>	

Demographics

- 77% Women
- Average age: 53

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- 44% Women Age 35-54
- \$62,600 Average Household Income
- 61% Married
- 79% Home Owners
- 63% Have a Home Value >\$150,000
- 54% Attended/Graduated College
- 38% Have ≥1 Children

ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #247818 or [click here to place your request](#).
- Use NextMark [List Order Entry Software](#) or Bionic [Media Planning Software](#)
- 7,500 NAME MINIMUM ORDER \$0.00 MINIMUM PAYMENT
- 85% NET NAME AVAILABLE ON ORDERS OF 50,000 OR MORE (\$10.00/M RUN CHARGE)
- EXCHANGE IS AVAILABLE
- REUSE IS AVAILABLE AT \$200.00/M
- CANCELLATION FEE AT \$200.00/F

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